YOU CAN'T HELP INHALING — BUT

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YOU CAN HELP YOUR THROAT!

MAYBE you don't know it—*but some of the time you inhale.* All cigarette smokers do. And that means: more smoke in contact with sensitive nose and throat passages . . . more *chance* of irritation. But now read of a vital difference. It's reported by eminent doctors who compared the five leading cigarettes—and found that:

IRRITATION FROM THE SMOKE OF THE FOUR OTHER CIGARETTES *AVERAGED MORE THAN THREE TIMES* THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS. AND, WHAT'S MORE, SUCH IRRITATION *LASTED MORE THAN FIVE TIMES AS LONG!* *

You smoke for pleasure. So—why not have the *most* pleasure possible—without worry about throat irritation, *even when you do inhale?* That's what is waiting for you — in PHILIP MORRIS, the cigarette that tastes better . . . and is *proved* better for your nose and throat!

CALL FOR PHILIP MORRIS

FINER PLEASURE
***PLUS* REAL PROTECTION—**
AMERICA'S *FINEST* CIGARETTE!

* *Fully reported in authoritative medical journals*

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